



**HISTORIC HEART. MODERN BEAT.**

Economic Development 2021 Report to City Council

# ECONOMIC DEVELOPMENT



*“Manassas is an economically thriving City where a combination of an entrepreneurial spirit, an involved business community and a supportive economic development presence result in growing businesses, a thriving active community, and a strong sense of place and identity.”*



Patrick J. Small, CECd  
Director of Economic Development



Nicole Smith, CECd  
Assistant Director, Economic Development

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# PERFORMANCE MEASURES



Population: 41,641 - (41,841)

Median HHI: \$81,493 - (\$78,462)

Employed Civilian Labor Force: 22,944 - (21,993)

Average Home Value: \$319,700 – (\$307,000)

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# PERFORMANCE MEASURES



7<sup>th</sup> highest weekly wages - (12<sup>th</sup>)

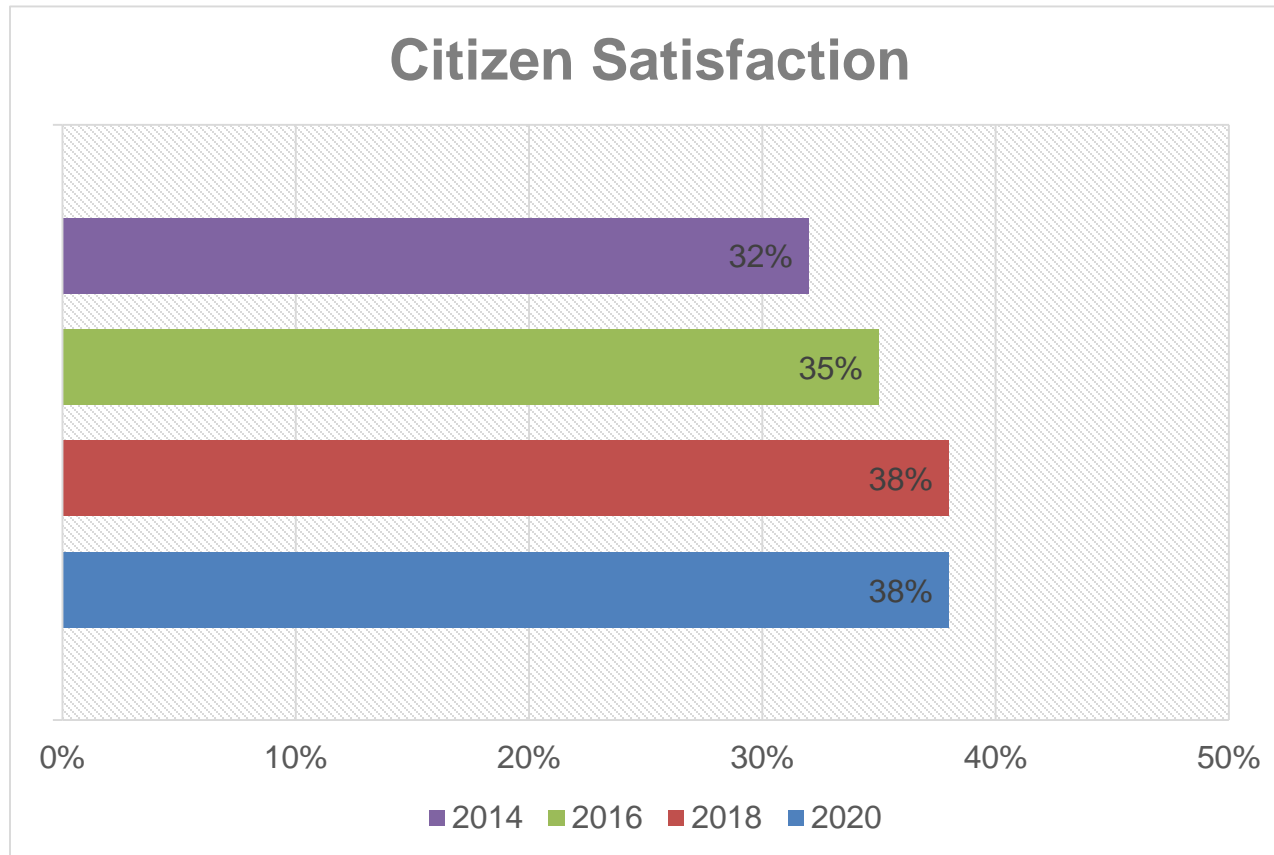
4<sup>th</sup> highest for professional and technical services

16<sup>th</sup> highest per capita income

Net importer of labor: 21,000 commute into the City

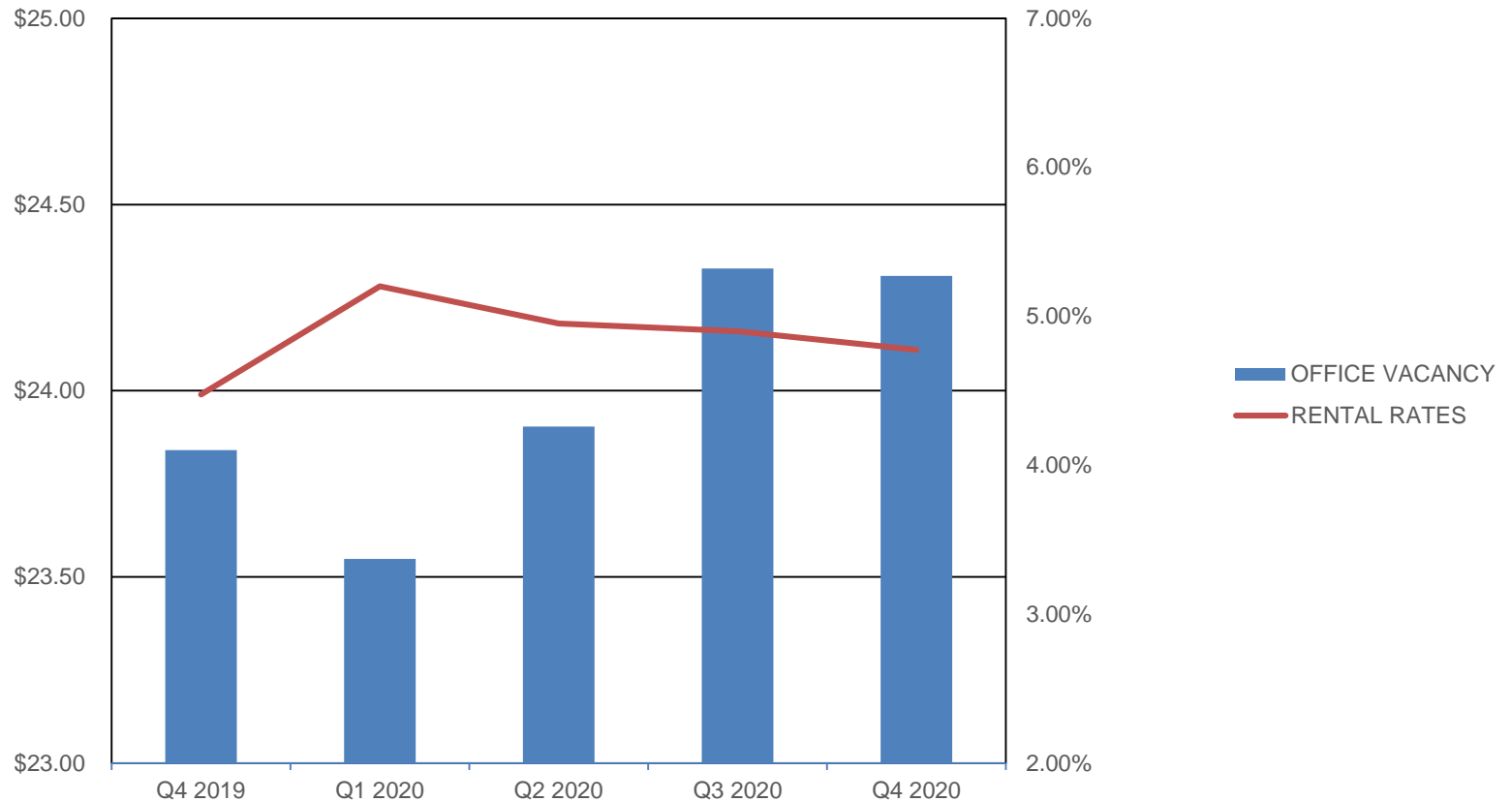
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# DEVELOPING VACANT COMMERCIAL AREAS



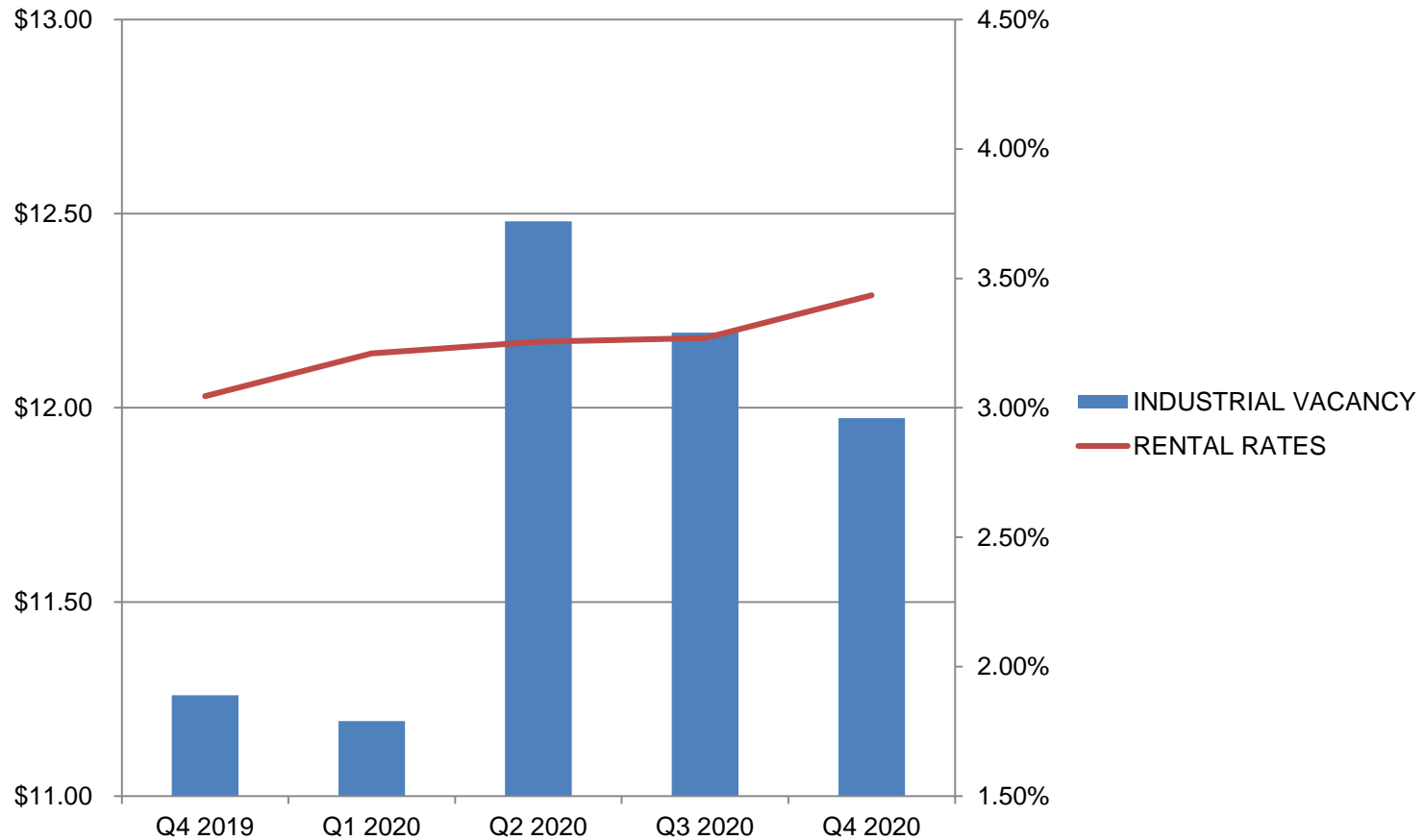
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# DEVELOPING VACANT COMMERCIAL AREAS



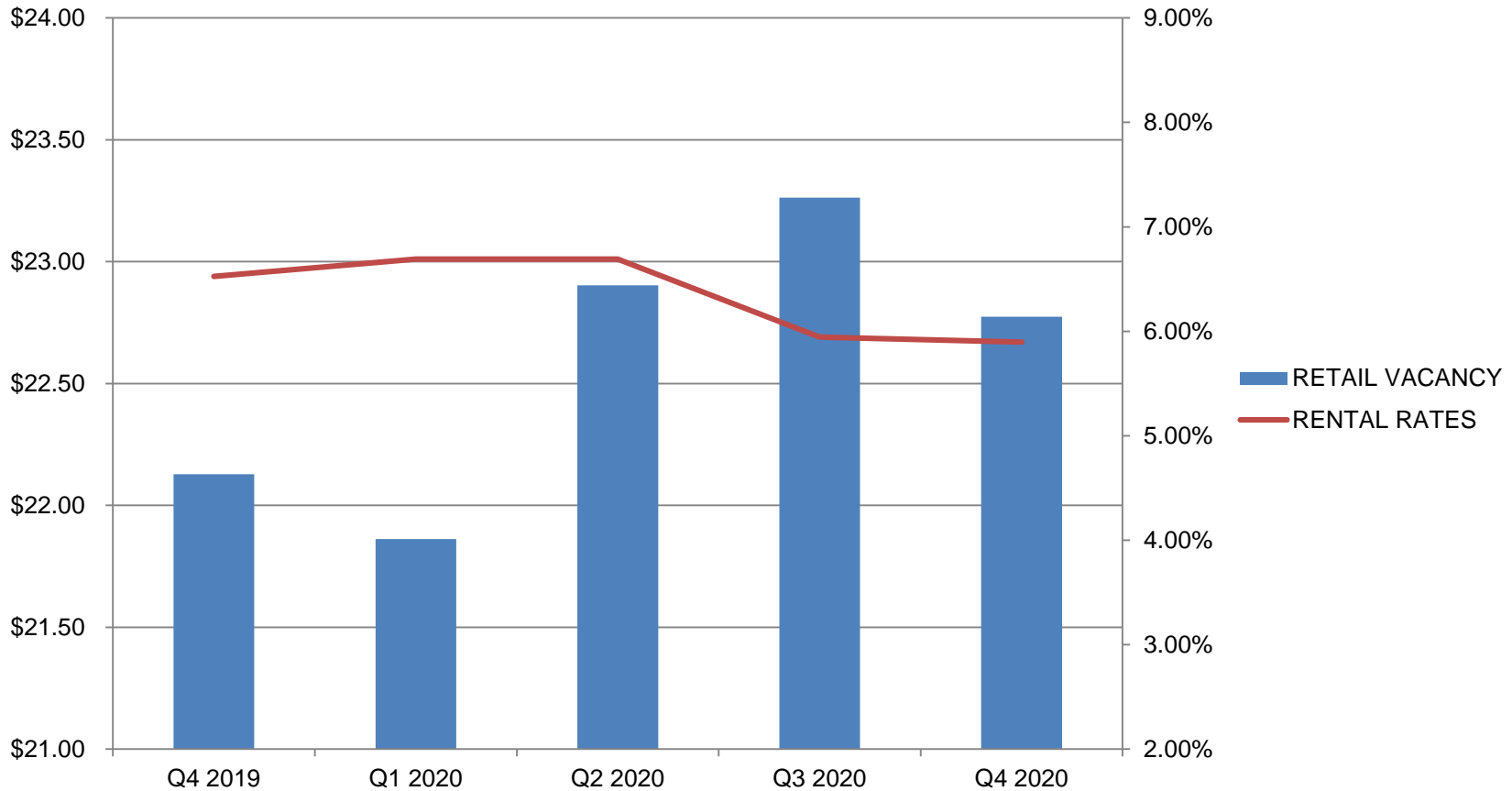
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# DEVELOPING VACANT COMMERCIAL AREAS



**HISTORIC HEART. MODERN BEAT.**

# DEVELOPING VACANT COMMERCIAL AREAS



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# THE LANDING AT CANNON BRANCH



40 acres. \$150M. Mixed use development.

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# TRU BY HILTON



## HISTORIC HEART. MODERN BEAT.

# BUCHANAN PARTNERS



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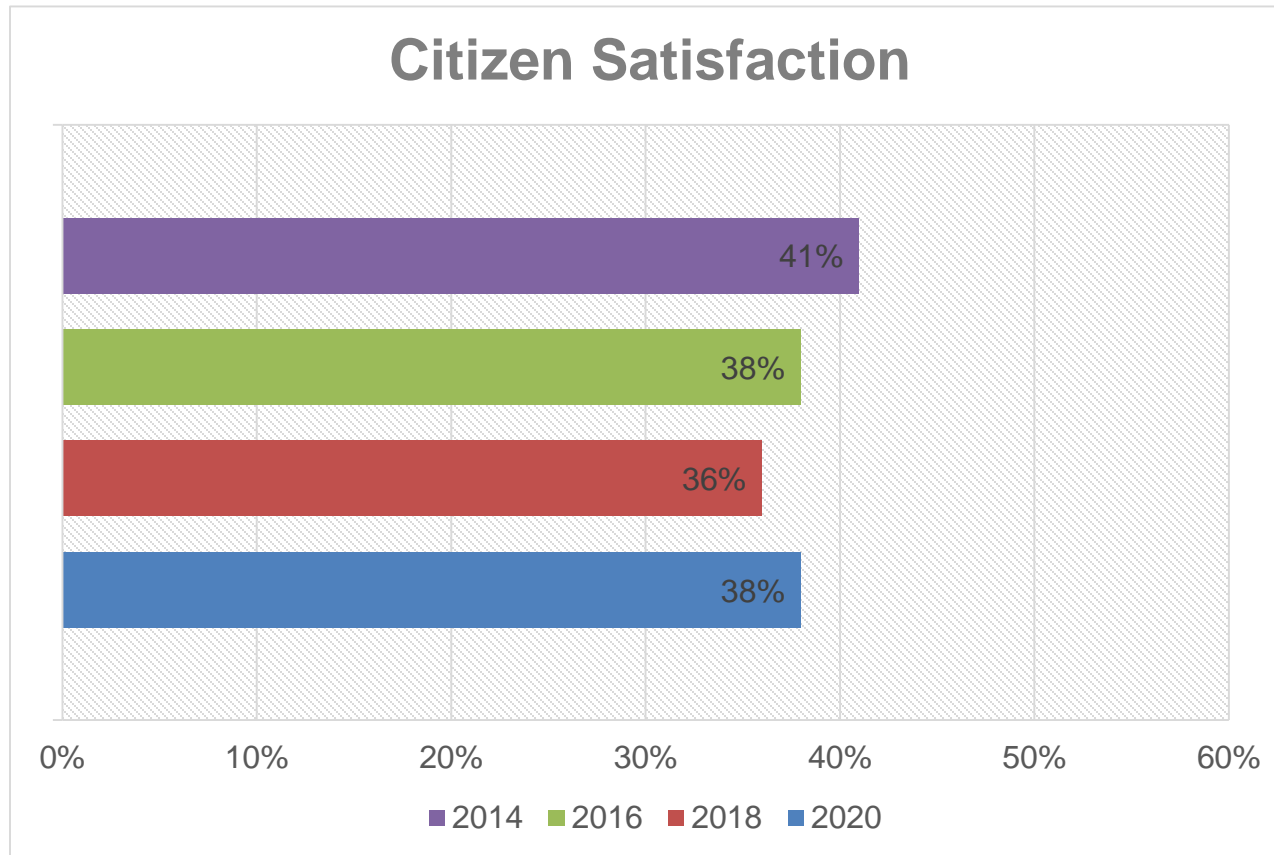


# STANLEY MARTIN



## HISTORIC HEART. MODERN BEAT.

# EFFORTS TO IMPROVE COMMERCIAL CORRIDORS



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# EFFORTS TO IMPROVE COMMERCIAL CORRIDORS



## Façade and Landscape Improvement Grant Program

Highly successful programs continue to result in private investment in real property

3 projects in 2020

\$233,893 in capital investment

\$47,775 grant awards

5:1 ratio private to public investment



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# EFFORTS TO IMPROVE COMMERCIAL CORRIDORS



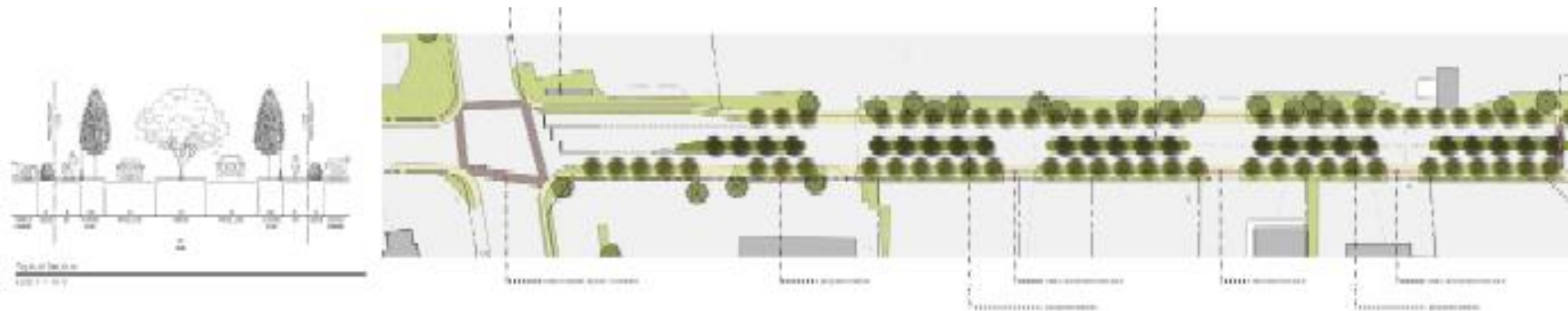
## Mathis Avenue

Streetscape Standards were approved by Council in 2017 and incorporated into the DCSM in 2018

Finalized: Concept Plan - 10% Design - Survey

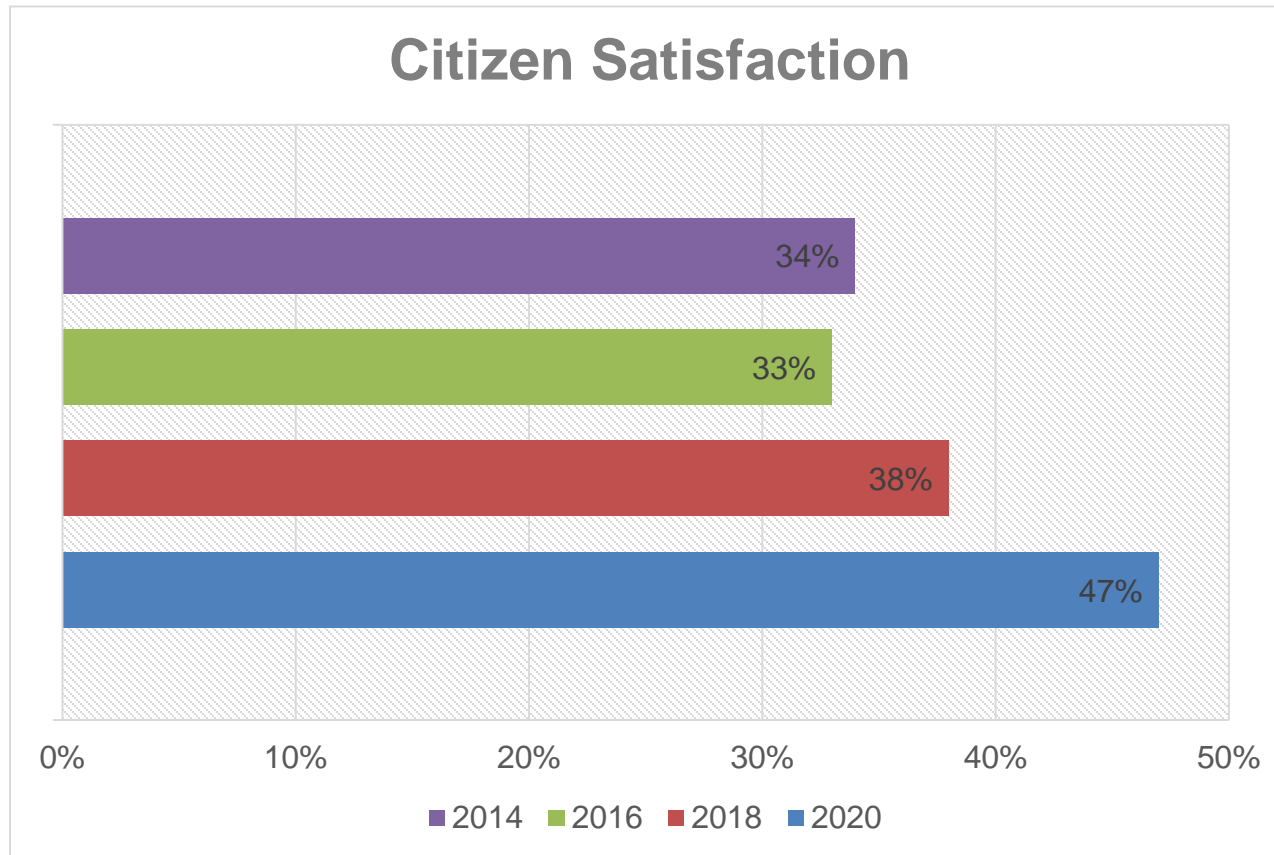
Underway: 30% Design and Traffic Analysis

Identified as a Federal Opportunity Zone to encourage investment in under-utilized areas



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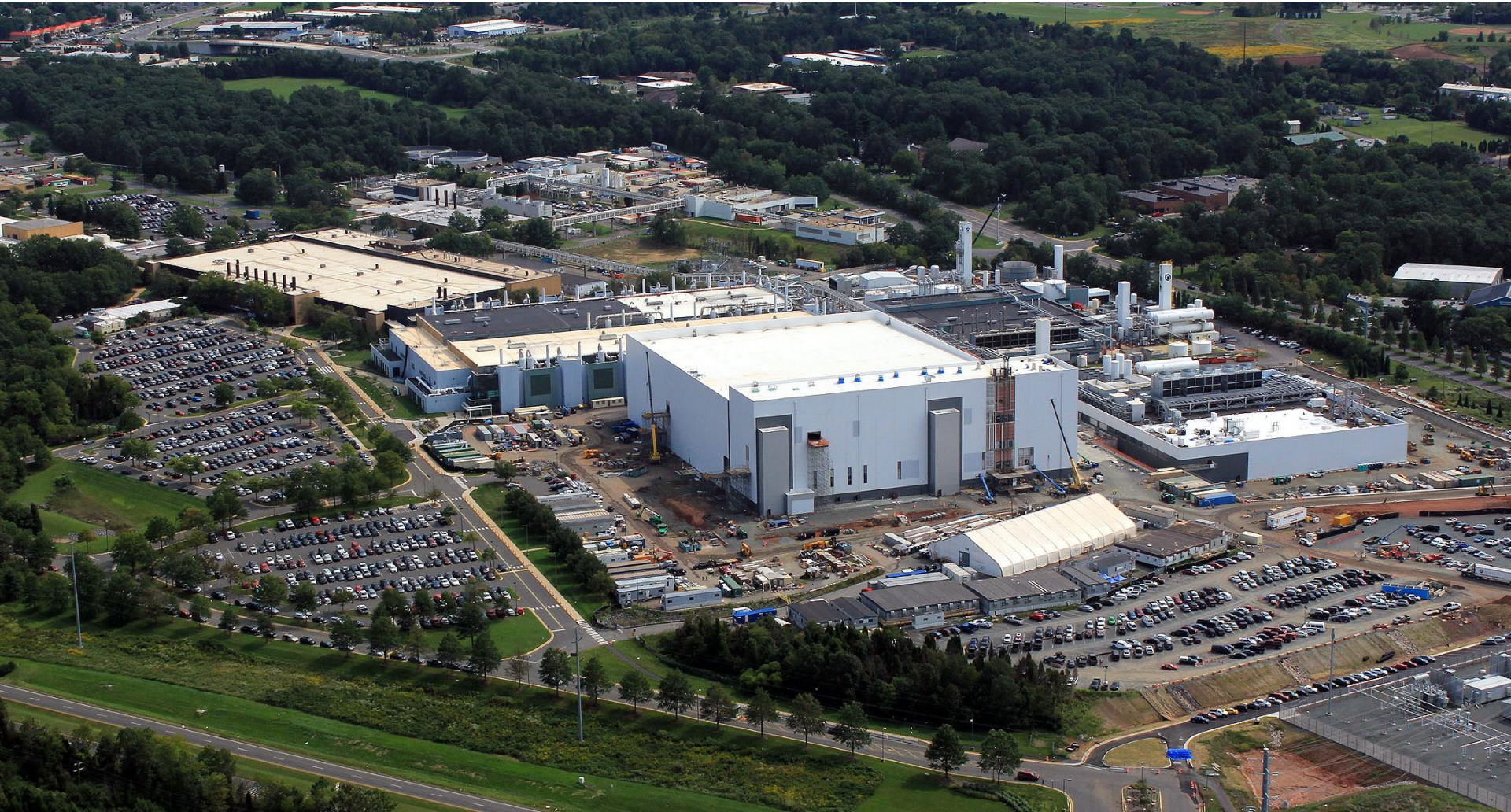
# ATTRACT AND RETAIN PRIVATE SECTOR JOBS



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MICRON



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# ATTRACT AND RETAIN PRIVATE SECTOR JOBS



Largest Employers	Type of Operation	Estimated Number of Employees 2018	Estimated Number of Employees 2019	Estimated Number of Employees 2020
<b>Micron Technology</b>	Memory Chip Manufacturing	1,336	1,511	1,646
<b>Novant Health UVA Health System</b>	Hospital/Health Care	1,304	1,297	1,215
<b>Manassas City Public Schools</b>	K-12 School System	1,055	1,181	1,071
<b>Lockheed Martin</b>	Electronic Design & Manufacturing	972	1,061	
<b>City of Manassas</b>	Local Government	483	493	455
<b>American Disposal Service</b>	Trash & Refuse Removal	430	444	390
<b>Aurora Flight Sciences</b>	Remote Control Aircraft Design & Manufacturing	352	415	363
<b>BAE Systems</b>	Electronic Design & Manufacturing	325	370	335
<b>S.W.I.F.T.</b>	Financial Messaging Service	285	318	347
<b>ARS (American Residential Services)</b>	Plumbing and HVAC Service	193	197	180

Source: City of Manassas Economic Development Department, December 2020

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# ATTRACT AND RETAIN PRIVATE SECTOR JOBS



**Retain and recruit existing and new economic development opportunities and expansions**

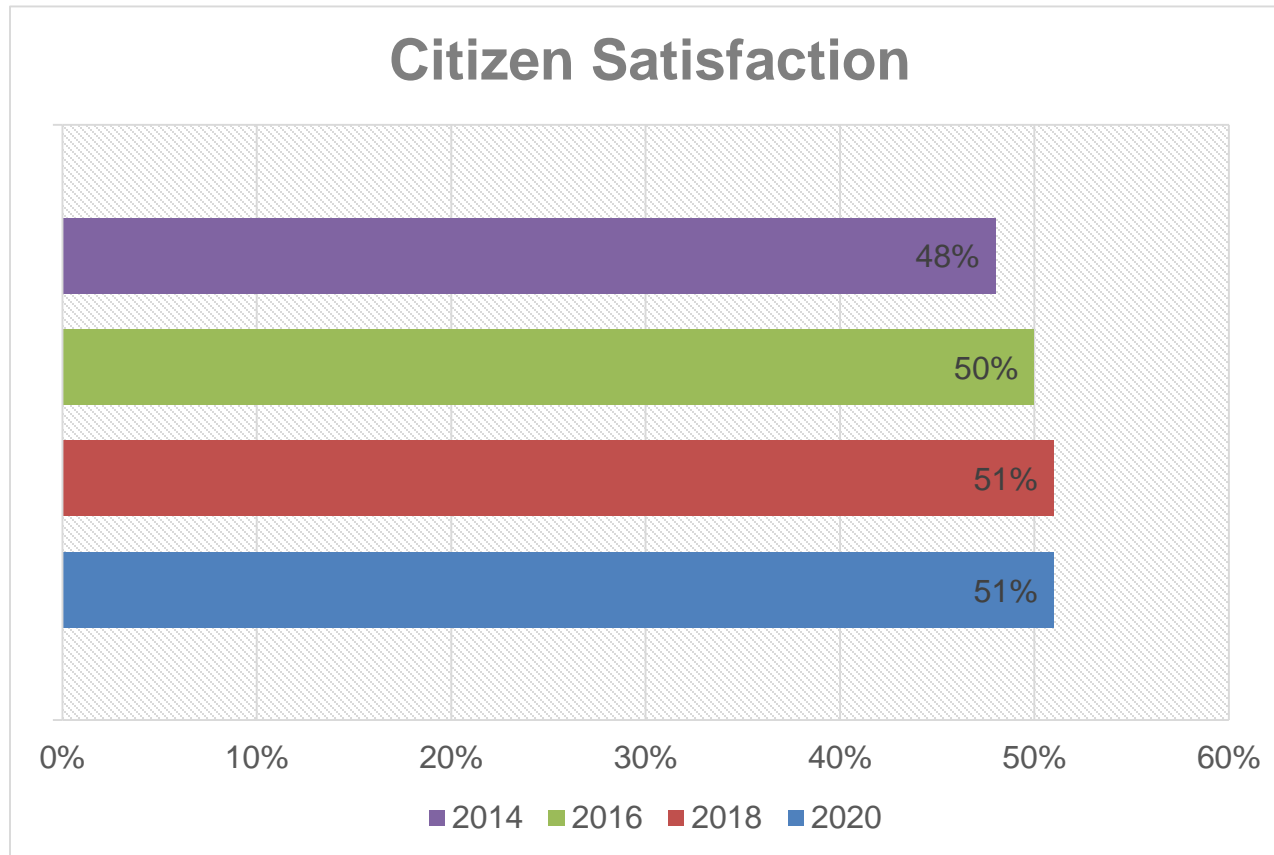
Assisted 102; resulting in 16 expansions

Met with 64 prospective companies; 10 chose to locate in Manassas



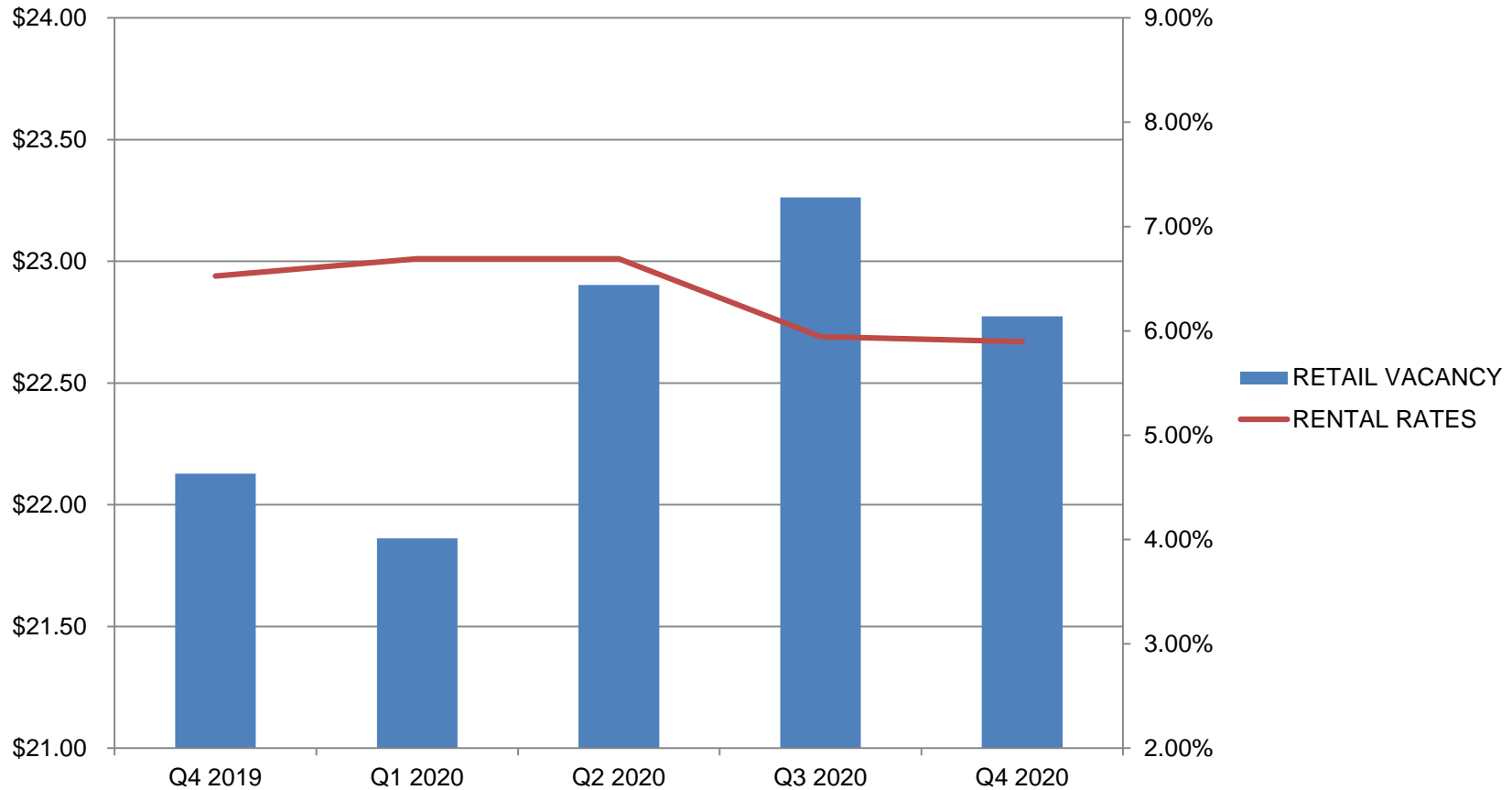
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# ATTRACT AND PROMOTE RETAIL AND RESTAURANTS



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# ATTRACT AND PROMOTE RETAIL AND RESTAURANTS

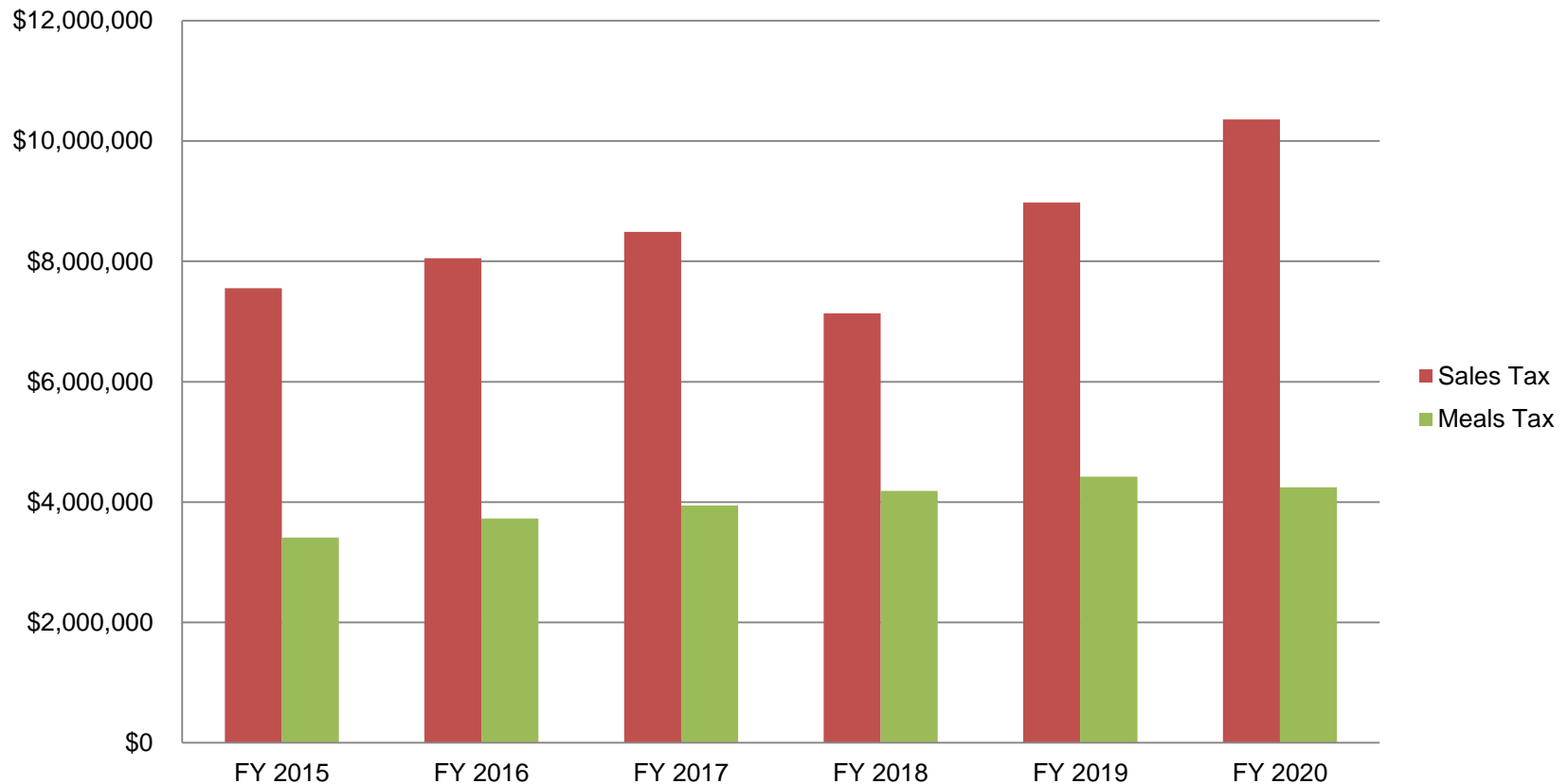


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# ATTRACT AND PROMOTE RETAIL AND RESTAURANTS



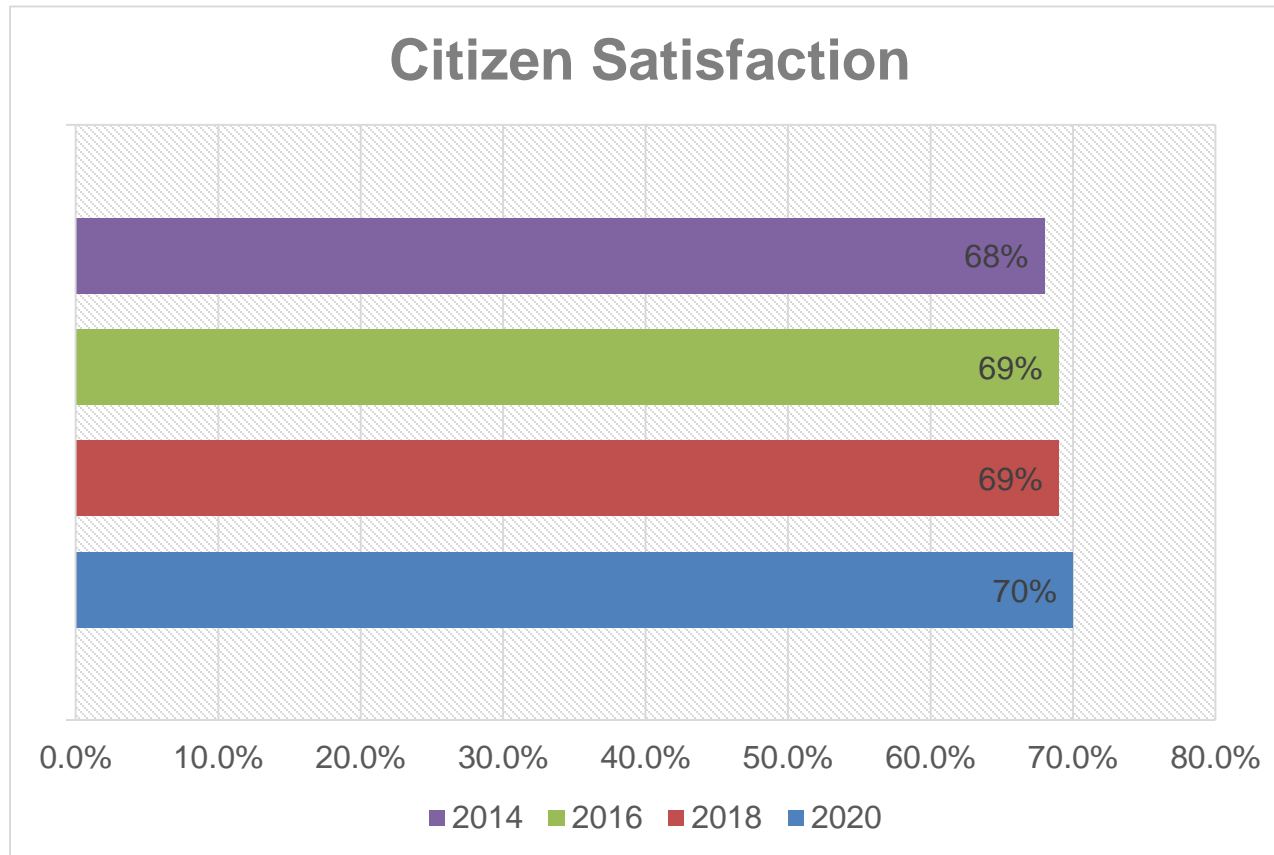
## Meals and Sales Tax Revenue



Source: City of Manassas 2020 Comprehensive Annual Financial Report (CAFR)

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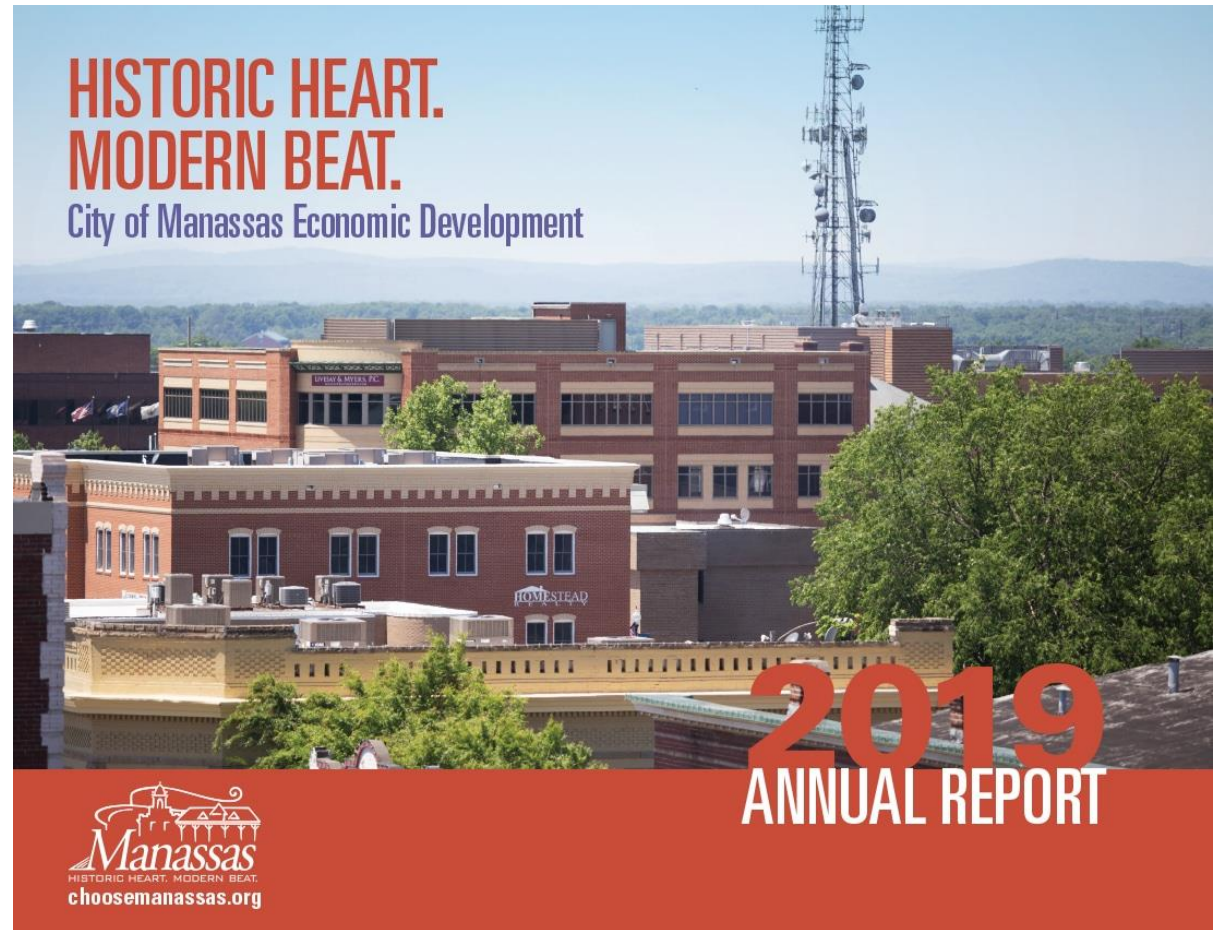
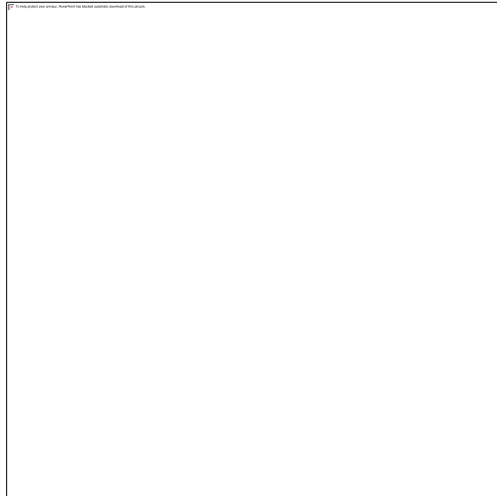
# CONTINUE TO REVITALIZE HISTORIC DOWNTOWN



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# COMMUNICATION AND OUTREACH



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# COMMUNICATION AND OUTREACH



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# COVID-19 RESPONSE-BUSINESS RESOURCES



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# COVID-19

## BUSINESS RESOURCES

### HELPING OUR LOCAL BUSINESSES

Providing you with current information related to the pandemic.

[LEARN MORE](#)

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# COVID-19 RESPONSE- ENHANCED MARKETING



*Iron Horse* ANTIQUE





**MASKS SAVE LIVES  
SHOPPING SAVES RETAIL**

[VISIT US TODAY ►](#)



**MASKS SAVE LIVES  
DINING SAVES RESTAURANTS**

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**MASKS SAVE LIVES  
CUSTOMERS SAVE BUSINESSES**

[VISIT US TODAY ►](#)

**HISTORIC HEART. MODERN BEAT.**

# COVID-19 RESPONSE- DIRECT SUPPORT



## “ TESTIMONIAL

“We can't thank the City of Manassas enough for their continued support of local businesses during these unprecedented times. We utilized the marketing grant that the City offered to great success. In addition to running targeted Facebook ads, having printed catalogs made, and more — our biggest success came from our first physical mailer campaign sent out to 5,200 homes. We may never have tried this on our own (at least not for a long while), but with the help of the grant, we rolled the dice and boy, did we win big! We made the money back (and some) on what it cost for the entire mailer campaign and not only that, we strategically sent out to select neighborhoods about 10-15 minutes outside of Manassas so that we could bring people into Historic Downtown Manassas and shop/eat. We're still seeing visitors from this mailing campaign because we added not only a Holiday coupon, but a coupon that was good for after the first of the year. It worked to great success and we have the City of Manassas to thank for enabling us to try something that we may not have otherwise attempted.”

—Deron Blevins  
Shining Sol Candle Company

## DIRECT BUSINESS SUPPORT



### 4 Small Business Relief Grant Programs Funded through CARES Act



Rounds 1 & 2

**180**

Businesses Supported

**\$450,000**



Marketing Grant

**31**

Businesses Supported

**\$91,000**



Historic Downtown  
Rent Relief Grant

**24**

Businesses Received  
Rental Assistance

**\$60,000**



**235** Total Businesses  
Supported



**\$601,000**

**HISTORIC HEART. MODERN BEAT.**

# COVID-19 RESPONSE- DIRECT SUPPORT



## “ TESTIMONIAL

Julia\* is a City of Manassas resident and prior to her enrollment in ELEVATE, she was running a home recording/audio production business that was significantly impacted by the COVID-19 pandemic and she became unemployed. Julia was seeking a remote position that would allow her the flexibility of also caring for her son with special needs. After discussing her employment and training goals with her case manager, she decided to pursue the Certified Billing and Coding Specialist (CBCS) training at Northern Virginia Community College (NVCC). She was enrolled in the ELEVATE program on October 5, 2020 and began her CBCS training on November 2, 2020. Julia successfully completed her CBCS training and on December 7, 2020, she earned her CBCS Certification issued by National Healthcareer Association (NHA). On December 22, 2020, Julia informed her case manager that she received a full-time job offer from Sentara Healthcare as a Care Coordinator earning \$28.38 per hour.

\*Names have been changed to maintain participant confidentiality.

## DIRECT BUSINESS SUPPORT



**Job Seeker and  
Employer Services**

**\$230,000**



**49** Jobseekers enrolled  
in training



**51** Employees supported through  
Incumbent Worker Training



**4** Employers participated  
in Incumbent Worker Training



**20** City businesses  
participated in job fairs



**Expanded Small Business Development  
Center free counseling programs**

**\$25,000**

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